

AP 2D ART & DESIGN

GRAPHIC DESIGN | Visual Literacy Redux

What happens when your AP teacher makes you do Visual Literacy all over again?

DESIGN PROJECT

You get to do Visual Literacies again! Yay! And if you're feeling kind of nauseous about that, please know that things are slightly different for summer Visual Literacies. Here's the scoop:

- ⦿ You will be responsible for one Visual Literacy a week for a total of ten weeks, assigned on Thursdays and posted to our Flickr AP 2D Art & Design group on the following Thursdays.
- ⦿ Although you will have all ten Visual Literacies in your binder and are free to work on them whenever you want, I will have specific due dates for each Visual Literacy as it makes it more fun for everyone to see at one time how everyone approached the project.
- ⦿ You are free to work on the handouts or work digitally—Adobe Photoshop, Adobe Illustrator, or whatever digital art program you may want to use—as I will have electronic files of these available for you on Blackboard.
- ⦿ Most of the Visual Literacies are all-new for you, so you will have lots to look forward to.
- ⦿ Because you are free to work digitally, please don't forget about all the wonderful things you can do digitally: paint, collage, montage, gradient, etc.
- ⦿ Because you are also free to work by hand, please seriously consider the supplies you use for your illustrations: pens, alcohol markers, colored pencils, watercolor, acrylics, etc.
- ⦿ And, most importantly, you really need to do your absolute best on these as you will need them in some way for the portfolio requirements for the AP 2D Art & Design portfolios.

What will I be grading you on for this work? Check out the self evaluation on the next page.

VISUAL NOTEBOOK

As I will be asking you for a variety of information about your experiences and your projects the first week of class in the fall, you will want to make notes to yourself via the comments on Flickr if you have things you want to remember about specific projects, like the whys, hows, or other pieces of information that you feel are worthy of good, honest reflection.

ORDER OF VISUAL LITERACIES

1. Circle, Square, Triangle Problem
2. Zen Problem
3. Typographic Diary
4. A Line is a Dot Problem
5. Target Problem
6. Map Problem
7. World Record Problem
8. San Francisco Landscape Problem
9. Sound Problem II
10. Number 11 Problem

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SELF-EVALUATION OF SUMMER WORK

One of the most important skills you need to survive this class is the ability to be honest with yourself and to reflect honestly on your efforts in class and on your work. This particular self-evaluation is directly tied to the score you will earn for your summer work. For each category, circle the letter grade you feel best represents your efforts in that area and briefly explain—keep it brief, but use the back if necessary—why that grade is an accurate evaluation:

- ⦿ **Quality.** This is all about the quality of the artwork you submitted. Did you work to meet the expectations of the summer project? Were you working for portfolio-quality images? How consistent were your efforts? **A B C D F**

- ⦿ **Completion.** This is all how much you submitted and when. Did you complete all of the requirements? Were you consistently meeting the deadlines? NOTE: Communicating with me before a project was due—for this summer only, mind you!—was an appropriate means for extending a deadline. **A B C D F**

- ⦿ **Communication with instructor.** This is all about how well you kept me in the loop with progress on your summer project. Did you keep up with “discussions” posted each week? Did you respond when I asked for it? Did you let me know when something was going to prevent you from making a deadline? **A B C D F**

- ⦿ **Communication with peers.** This is all about how much you interacted with your peers during the summer project. Did you keep tabs on your peers’ submissions? Did you favorite any? Did you offer compliments or suggestions? If a peer made a suggestion, did you try it? **A B C D F**

- ⦿ **Overall Efforts.** This is all of the above rolled up into one neat bow. Take a look at what you wrote and noted above. Sum it up with an overall grade and brief explanation. **A B C D F**